## **ABSTRACT**

A fixing device includes i) two surface moving bodies, at least one of which is driven so that the surface moving bodies come in contact with each other[[,]] and a nip is formed, and surfaces of the surface moving bodies in contact move in the same direction, and ii) a heat source configured to heat at least one of the surface moving bodies. A transfer medium having a surface where a non-fixed toner image is formed is put in the nip so that the toner image is heat-fixed on the transfer medium. The fixing device further comprises a separation plate is provided and is configured to remove the transfer medium, the transfer medium not being separated from the surface moving body after the transfer medium passes through the nip, from the surface moving body. Rise of temperature of a head end part, at a side of the surface moving body, of the separation plate is given priority over rise of temperature of other parts of the separation plate.